

CONTRACT FARMING: AN INNOVATIVE MARKETING MODEL

Reshma Balu Shinde¹ & Anita Khatke²

¹Assistant Professor, College of Agriculture and Allied Sciences, Baramati, Maharashtra, India

²Professor, Jayawantrao Sawant Institute of Management & Research, Hadapsar, Maharashtra, India

Received: 09 Apr 2020

Accepted: 22 Apr 2020

Published: 30 Apr 2020

ABSTRACT

Contract farming, has so far found a long history of being practiced commonly in both developed and developing countries for few recent years. The contract farming means future agreement between buyers and farmers in which farmers provide a product on agreed date and delivering quality products to the buyer at a predetermined price. This article critically reviews the literature of contract farming to assess the major countries in contract farming. It also identifies major crops and government act of contract farming in respected countries. This paper also focuses on major companies in contract farming operation in Maharashtra. The process of contract farming & supply chain of contract farming has been analyzed.

KEYWORDS: *Contract Farming, Acts, Major Companies, Process, Supply Chains*